PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Steve Sampson **DATE:** September 19, 1991

FROM: Natalie Ellis

SUBJECT: Permission to recruit research participants from attendees at Laguna Seca

As we discussed on the phone, we would like to hold focus groups with male smokers who attend the racing at Laguna Seca. These groups would be held at a research facility in Salinas about a month after the race and participants would be paid for their time. In order to recruit participants cost effectively, we would like to station interviewers at the race track on racing days. We need from you a letter of permission from the appropriate authorities to allow on-site interviewing.

These interviewers would approach men who appeared to be the appropriate ages and question them about their regular cigarette brand, if any, age and occupation (for security reasons.) The entire interview would take less than five minutes. Men who meet our screening criteria would be invited to participate in the later research and offered a cooperation fee.

The research service we will be using is:

Friedman Marketing
Consumer Opinion Center
North Ridge Mall
Highway 101
Salinas, Ca 93906

In addition to a letter of permission to interview, we would value your suggestions and cooperation in selecting sites at the event to station the interviewers. On the phone you mentioned pack sales locations and sweepstakes locations. Please get back to me as soon as possible with permission so that we may contract interviewers for the project.

cc:
K. Eisen
J. Taylor
B. Levine (Marketing Perceptions)

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Source: https://www.industrydocuments.ucsf.edu/docs/zrmj0004